

A romantic couple is shown in profile, kissing on a balcony. The woman, on the left, has blonde hair in a ponytail and is wearing a white lace dress. The man, on the right, is wearing a dark polo shirt. They are standing behind a white metal railing. In the background, a densely packed coastal town with colorful buildings is visible, overlooking the sea. The scene is bathed in soft, warm light, suggesting late afternoon or early morning.

# FASHION AMBITIONIST

## #LOVEAMBITIONIST

A ONE-OF-A-KIND PROPOSAL EXPERIENCE FOR A ONE-OF-A-KIND FEMALE AMBITIONIST

# BRAND OVERVIEW

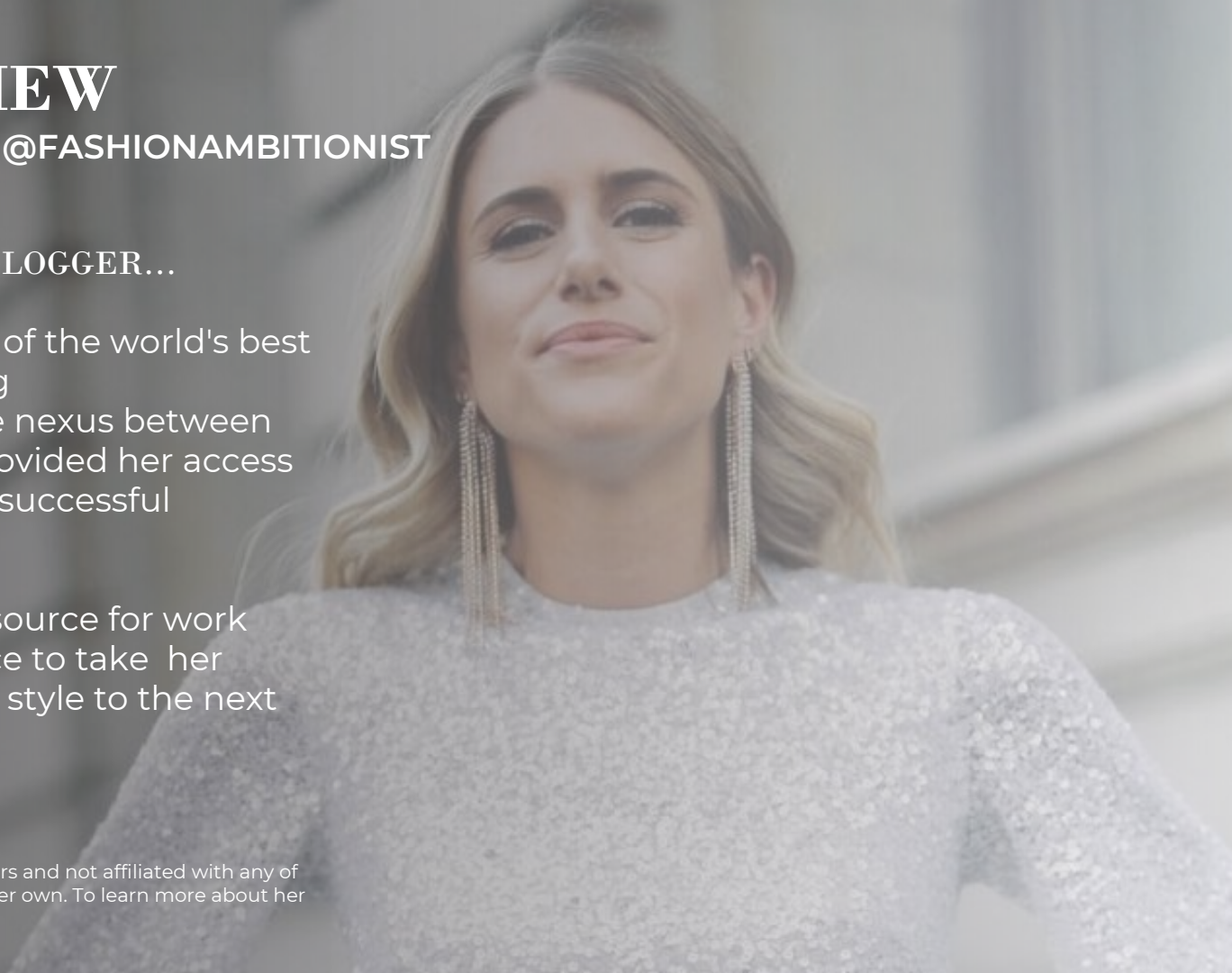
MARISSA CASEY FUCHS OF @FASHIONAMBITIONIST

## A WELL-PLACED FASHION BLOGGER...

who has helped grow some of the world's best global media and marketing publications. Working in the nexus between business and fashion has provided her access to the retail industry's most successful companies and executives.

Her site was created as a resource for work inspiration and insider advice to take her **140K+ fans'** lives, career and style to the next level.

Note: This blog is a personal passion project of hers and not affiliated with any of her prior/current job experiences. All content is her own. To learn more about her check out her [LinkedIn page](#).



# WHERE IT ALL BEGAN

## MARISSA & GABRIEL'S RELATIONSHIP

Marissa and Gabriel have known each other since they were 10, living just blocks away from each other as they grew up. While vaguely aware of each other, they did not grow close until college. Despite attending different universities, a friendship formed; from that friendship sprang a relationship, from which love fully bloomed upon reuniting in New York City upon graduation.

Officially for over five years, Marissa and Gabriel devote themselves entirely to each other, and after years of loving one another they consider themselves life partners. As a manifestation of his commitment, and as a nod to the physical and emotional journey of their love, Gabriel wishes to simultaneously propose and marry Marissa via "the ultimate journey to LOVE."

In order to take this next step, he has proposed an idea that incorporates all that Marissa loves and cares for, which will not be an easy task.

*How to propose to Marissa in a way that incorporates Love, Adventure, Fashion, Friends, Family, Travel, and her ability to share it with her extended family, her Fans?*

It would need to be an extraordinary adventure that was different from any proposal ever seen. Done in a way that would allow Marissa of @FashionAmbitionist to experience this amazing journey with all the people she cares about and the ability to have it documented, so she could relive it for a lifetime.

One grand experience, broadcasted over social media over the course of one week, in multiple cities, with friends and family, fashion, love, and so much more.

Gabriel always knew that Marissa deserved a proposal and marriage that were larger than life, and this is how he plans to do it...



A romantic couple is shown in a close embrace, with the woman kissing the man on the cheek. They are standing on a cobblestone street in Paris, with the Louvre Museum's iconic architecture and glass pyramid in the background. The scene is bathed in the warm, golden light of late afternoon.

# #LOVEAMBITIONIST

A JOURNEY OF LOVE

# JOURNEY TO MARRIAGE

This summer, Marissa of @FashionAmbitionist will be pulled into a surprise adventure created by the center of her life, Gabriel. He will remotely ask her to take an unexpected and sentimental journey to him, a journey that will encompassing many familiar stops along the way that offer their own unique gifts.

Originating in Manhattan, she will travel to the Hamptons and link up with friends in Miami before crossing the Atlantic to Paris and awaiting Gabe. Throughout this journey, we'll capture heartwarming moments and surprise and delight the soon-to-be bride at every twist, turn, and flight!.

We're pleased to offer your brand the opportunity to align with this momentous occasion and the beautiful cities she will be visiting along the way.





# HOW IT COMES TO LIFE

Gabriel, with the help of the Fashion Ambitionist team, has mapped out a journey starting in NYC and ending in Paris encompassing curated experiences along the way, with the help of Marissa's most beloved brands.



Without Marissa's knowledge we'll arrange to take her to sentimental destinations that will incorporate her love of adventure, wellness, fashion and most importantly her family and friends, filming the journey as we do.

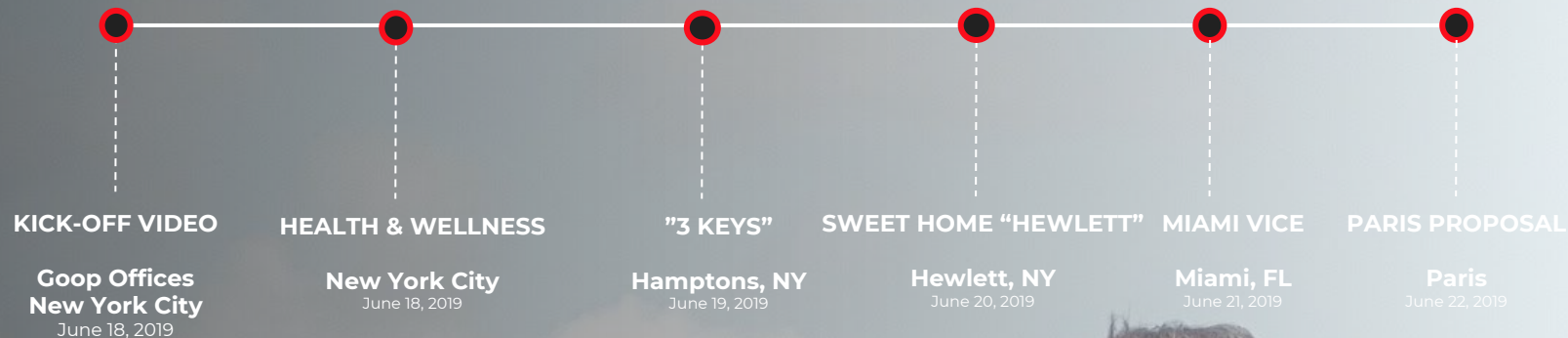


The Fashion Ambitionist team will be producing and releasing long and short form content as well as Instagram stories and posts detailing each stage of the journey on her channels.

Gabriel will be releasing videos via Instagram to guide the experience.




# MISSION TO MARRIAGE TIMELINE



# NEW YORK CITY KICK-OFF

Tuesday, June 18th



9am	Goop Offices	Video Announcement *IG Journey Long-Form Video Kick-Off Post*
10am	Flywheel	Friend Health & Wellness Meet-up
11:30am	Aire Ancient Baths	Relax with Friends
1pm	Home	Pack for Adventure *IG Short Film Next Stop Post*
3pm	Blade	Helicopter to Montauk



# HAMPTONS “3 KEYS”

## Tuesday, June 18th

5pm	Gurney's Resort	Check-In
8pm	Crow's Nest	Dinner Experience - 1st Key Riddle & Specialty shot
9pm	Surf Lodge	Table/Drinks - 2nd Key Riddle & Specialty shot
10pm	Ruschmeyer's	Table/Drinks - 3rd Key Riddle & Specialty shot

## Wednesday, June 19th

8am	Gurney's Resort	Breakfast/Check-Out <b>*IG Short Film Next Stop Post*</b>
9am	East Hampton	Outfit Gifting & Trunk Show
11am	>> Hewlett, NY	Drive to Hewlett

# SWEET HOME “HEWLETT, NY”

Wednesday, June 19th

1pm                TBD

Rendezvous With Marissa's Grandparents  
\*IG Short Film Next Stop Post\*

2:30pm           >> JFK

Drive to JFK

3:52pm           JFK

Flight to MIA





# MIAMI VICE

## Wednesday, June 19th

7:15pm	MIA	Flight Arrival
8pm	One Hotel	Check-In
9pm	Prime 112	Private Dinner With FL Friends <b>*IG Long-Form Video Next Stop Post*</b>
11pm	One Hotel	Bachelorette Style Room Party

## Thursday, June 20th

9am	Bal Harbour	Breakfast/Shopping
11am	SLS/SOHO Beach House	Beach Day Party
3:30pm	SOHO Beach House	Send-Off Dinner
5:30pm	>> MIA	Drive to MIA
7:40pm	MIA	Flight to CDG



# PARIS PROPOSAL

## Friday, June 21st

10:30am	CDG	Flight Arrival
11am	>> Paris Hotel	Drive to Hotel
11:30am	Paris Hotel	Gets Glam Ready *IG Long-Form Video Final Post*
2pm	>> Louvre	Drive to Louvre
2:45pm	Louvre	Flash Mob & Proposal
4pm	>> Paris Hotel	Marissa & Gabe alone time / Get Ready
7:45pm	Monsieur Blue	Family Dinner

## Saturday, June 22nd

12pm	L'Avenue	Family Goodbye Lunch
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THANK YOU

